

Fig. 1

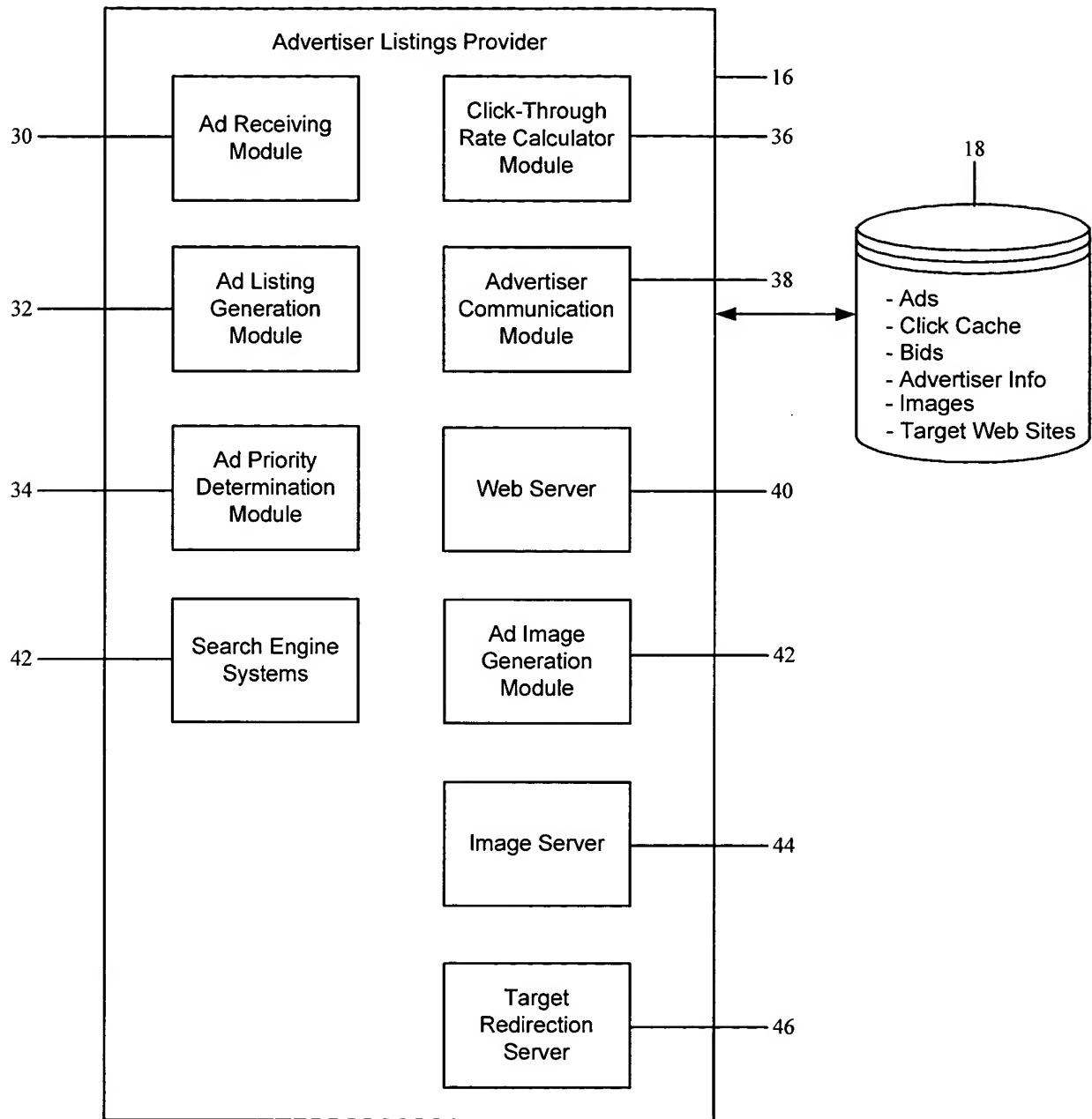


Fig. 2

**SIGN UP**

**CREATE USERNAME & PASSWORD**

CHOOSE A USERNAME

ENTER YOUR EMAIL ADDRESS

PASSWORD

CONFIRM PASSWORD

300

Fig. 3

| PLACE ADVERTISEMENT USING SEARCH TERM |  |
|---------------------------------------|--|
| PRIMARY ADVERTISEMENT                 |  |
| ENTER SEARCH TERM                     | <input type="text" value="video game"/> 402                      |
| ENTER LISTING TITLE                   | <input type="text" value="V-G video games for sale"/> 404        |
| ENTER DISPLAY URL                     | <input type="text" value="www.v-g.com"/> 406                     |
| ENTER TARGETED URL                    | <input type="text" value="www.v-g.com/model52.html"/> 408        |
| ENTER DESCRIPTION                     | <input type="text" value="V-G has games for all interests"/> 410 |
| SUBMIT PRICING                        | <input type="text" value="\$0.20"/> 412                          |
| ADD OTHER SEARCH TERMS                | <input type="text"/>   |
| <input type="button" value="CANCEL"/> | <input type="button" value="SUBMIT &amp; CONTINUE"/>             |

400

Fig. 4(a)

| PLACE ADVERTISEMENT USING SEARCH TERM   |   |
|---|---|
| ALTERNATIVE ADVERTISEMENT   |   |
| ENTER SEARCH TERM   | <input type="text" value="video games"/> 402                          |
| ENTER LISTING TITLE   | <input type="text" value="V-G - we got games"/> 404                   |
| ENTER DISPLAY URL   | <input type="text" value="www.v-g.com"/> 406                          |
| ENTER TARGETED URL  | <input type="text" value="www.v-g.com/model52.html"/> 408             |
| ENTER DESCRIPTION   | <input type="text" value="V-G basketball online - WE GOT GAME!"/> 410 |
| SUBMIT PRICING  | <input type="text" value="\$0.25"/> 412                               |
| ADD OTHER SEARCH TERMS  | <input type="text"/>  |
| <div><input type="button" value="CANCEL"/> <input type="button" value="SUBMIT &amp; CONTINUE"/></div> |   |

Fig. 4(b)

400

| CONFIRM LISTINGS FOR SEARCH TERMS   |             |                         |             |        |      |                                     |
|---|-------------|-------------------------|-------------|--------|------|-------------------------------------|
| #   | SEARCH TERM | TITLE                   | URL         | PRICE  | RANK |                                     |
| 1   | video games | V-G video games on sale | www.v-g.com | \$0.20 | 3    | <input type="button" value="EDIT"/> |
| 2   | video games | V-G WE GOT GAMES        |             | \$0.25 | 1    | <input type="button" value="EDIT"/> |
| 3   |             |                         |             |        |      | <input type="button" value="EDIT"/> |
| 4   |             |                         |             |        |      | <input type="button" value="EDIT"/> |
| <div><input type="button" value="CANCEL"/><input type="button" value="CONFIRM &amp; CONTINUE"/></div> |             |                         |             |        |      |                                     |

500

Fig. 5

| PLACE ADVERTISEMENT ON LEVEL NODES  |                        |  |
|---|------------------------|--|
| CHOOSE CATEGORIES BASED UPON KEYWORD  |                        |  |
| <input type="checkbox"/> ALL SUGGESTED CATEGORIES<br><input type="checkbox"/> PREGNANCY<br><input type="checkbox"/> PARENTING<br><input type="checkbox"/> BREASTFEEDING<br><input type="checkbox"/> PREGNANCY/BIRTH<br><input type="checkbox"/> POST PARTUM   |                        |  |
| CHANNEL<br>LEVEL NODES  | SUBJECT<br>LEVEL NODES | DOCUMENT<br>LEVEL NODES                            |
| <input type="checkbox"/> ARTS & ENTERTAINMENT<br><input type="checkbox"/> AUTOMOTIVE<br><input type="checkbox"/> COMPUTING & TECHNOLOGY<br><input type="checkbox"/> EDUCATION<br><input type="checkbox"/> HEALTH & FITNESS<br><input type="checkbox"/> HOUSE & HOME<br><input type="checkbox"/> JOBS & CAREERS<br><input type="checkbox"/> MONEY<br><input type="checkbox"/> PARENTING & FAMILY |                        |  |
| <input type="button" value="CANCEL"/>   |                        | <input type="button" value="SAVE &amp; CONTINUE"/> |

600

Fig. 6

| PLACE ADVERTISEMENT ON LEVEL NODES  |   |  |
|---|---|--|
| CHOOSE CATEGORIES BASED UPON KEYWORD  |   |  |
| <input type="checkbox"/> ALL SUGGESTED CATEGORIES<br><input type="checkbox"/> PREGNANCY<br><input type="checkbox"/> PARENTING<br><input type="checkbox"/> BREASTFEEDING<br><input type="checkbox"/> PREGNANCY/BIRTH<br><input type="checkbox"/> POST PARTUM |   |  |
| CHANNEL<br>LEVEL NODES  | SUBJECT<br>LEVEL NODES  | DOCUMENT<br>LEVEL NODES                            |
| <input checked="" type="checkbox"/> PARENTING & FAMILY  | <input type="checkbox"/> ADOPTION<br><input type="checkbox"/> DAYCARE/PRESCHOOL<br><input type="checkbox"/> FATHERHOOD<br><input type="checkbox"/> PREGNANCY/BIRTH<br><input type="checkbox"/> SINGLE PARENTS<br><input type="checkbox"/> STAY-AT-HOME PARENTS<br><input type="checkbox"/> PARENTING SPECIAL NEEDS<br><input type="checkbox"/> PARENTING: BABIES & TODDLERS |  |
| <input type="button" value="CANCEL"/>   |   | <input type="button" value="SAVE &amp; CONTINUE"/> |

700

Fig. 7



| PLACE ADVERTISEMENT ON LEVEL NODES   |   |   |
|--|---|---|
| CHOOSE CATEGORIES BASED UPON KEYWORD   |   |   |
| <input type="checkbox"/> ALL SUGGESTED CATEGORIES<br><input type="checkbox"/> PREGNANCY<br><input type="checkbox"/> PARENTING<br><input type="checkbox"/> BREAST FEEDING<br><input type="checkbox"/> PREGNANCY/BIRTH<br><input type="checkbox"/> POST PARTUM |   |   |
| CHANNEL<br>LEVEL NODES   | SUBJECT<br>LEVEL NODES                                  | DOCUMENT<br>LEVEL NODES   |
| <input checked="" type="checkbox"/> PARENTING &<br>FAMILY  | <input checked="" type="checkbox"/> PREGNANCY/<br>BIRTH | <input type="checkbox"/> GETTING PREGNANT<br><input type="checkbox"/> SIGNS & SYMPTOMS<br><input type="checkbox"/> PREGNANCY<br><input type="checkbox"/> PRENATAL TESTS<br><input type="checkbox"/> LABOR & BIRTH<br><input type="checkbox"/> POST PARTUM<br><input type="checkbox"/> YOUR BABY<br><input type="checkbox"/> BREAST FEEDING<br><input type="checkbox"/> PREGNANCY LOSS |
| <input type="button" value="CANCEL"/>  |   | <input type="button" value="SAVE &amp; CONTINUE"/>  |

800

Fig. 8

900 —

| PLACE ADVERTISEMENT ON LEVEL NODES  |   |
|---|---|
| <b>CONFIRM LISTINGS</b>   |   |
| <input checked="" type="checkbox"/>   | PREGNANCY   |
| <input checked="" type="checkbox"/>   | LABOR & BIRTH   |
| <input checked="" type="checkbox"/>   | POST PARTUM   |
| <input checked="" type="checkbox"/>   | YOUR BABY   |
| <input checked="" type="checkbox"/>   | BREAST FEEDING  |
| UNCHECK THE CATEGORIES THAT YOU DO NOT WANT AND CLICK 'UPDATE CHANGES' BEFORE SAVING. |   |
| <input type="button" value="CANCEL"/>   | <input type="button" value="UPDATE CHANGES"/><br><input type="button" value="SAVE &amp; CONTINUE"/> |

Fig. 9

| PLACE ADVERTISEMENT ON LEVEL NODES                                     |  |
|--|--|
| PRIMARY LISTING: PARENTING & FAMILY/PREGNANCY/BIRTH/<br>BREAST FEEDING |  |
| ENTER LISTING TITLE  | <input type="text" value="B-P breast pumps for sale"/> 1002  |
| ENTER DISPLAY URL  | <input type="text" value="www.b-p.com/modelB"/> 1004   |
| ENTER TARGETED URL   | <input type="text" value="www.b-p.com/modelB"/> 1006   |
| ENTER DESCRIPTION  | <div><input type="text" value="Purchase now...limited time offer on B-P breast pumps"/> 1008</div> |
| SUBMIT PRICING   | <input type="text" value="\$0.12"/> 1010   |
| <input type="button" value="CANCEL"/>                                  | <input type="button" value="SUBMIT &amp; CONTINUE"/>   |

1000

Fig. 10(a)

| PLACE ADVERTISEMENT ON LEVEL NODES  |   |
|---|---|
| ALTERNATE LISTING: PARENTING & FAMILY/PREGNANCY/BIRTH/<br>BREAST FEEDING                              |   |
| ENTER LISTING TITLE   | <input type="text" value="b-p breast pumps"/> 1002  |
| ENTER DISPLAY URL   | <input type="text" value="www.b-p.com"/> 1004   |
| ENTER TARGETED URL  | <input type="text" value="www.b-p.com"/> 1006   |
| ENTER DESCRIPTION   | <div>1008<br/><input type="text" value="B-P - when only the best will suit your baby"/></div> |
| SUBMIT PRICING  | <input type="text" value="\$0.15"/> 1010  |
| <div><input type="button" value="CANCEL"/> <input type="button" value="SUBMIT &amp; CONTINUE"/></div> |   |

1050

Fig. 10(b)

| PLACE ADVERTISEMENTS ON LEVEL NODES |                |              |              |        |      |                                     |
|-------------------------------------|----------------|--------------|--------------|--------|------|-------------------------------------|
| CONFIRM LISTINGS                    |                |              |              |        |      |                                     |
| #                                   | CATEGORY       | TITLE        | URL          | BID    | RANK |                                     |
| 1                                   | PREGNANCY      | BREAST PUMPS | www. b-p.com | \$ .10 | 2    | <input type="button" value="EDIT"/> |
| 2                                   | LABOR & BIRTH  | BREAST PUMPS | www. b-p.com | \$ .08 | 2    | <input type="button" value="EDIT"/> |
| 3                                   | POST PARTUM    | BREAST PUMPS | www. b-p.com | \$ .02 | 3    | <input type="button" value="EDIT"/> |
| 4                                   | YOUR BABY      | BREAST PUMPS | www. b-p.com | \$ .05 | 5    | <input type="button" value="EDIT"/> |
| 5                                   | BREAST FEEDING | BREAST PUMPS | www. b-p.com | \$ .15 | 1    | <input type="button" value="EDIT"/> |

1100—

Fig. 11

| SIGN UP  |   |      |
|--|---|------|
| PROVIDE CONTACT INFORMATION                      |   |      |
| FIRST NAME                                       | <input type="text" value="John"/>                 | 1202 |
| LAST NAME  | <input type="text" value="Advertiser"/>           | 1204 |
| COMPANY NAME                                     | <input type="text" value="Advertiser1.com"/>      | 1204 |
| STREET ADDRESS                                   | <input type="text" value="100 Advertiser.way"/>   | 1206 |
| CITY   | <input type="text" value="Adville"/>              | 1208 |
| STATE  | <input type="text" value="New York"/>             | 1212 |
| ZIP  | <input type="text" value="55555"/>                | 1214 |
| COUNTRY  | <input type="text" value="USA"/>                  | 1216 |
| YOUR PRIMARY EMAIL ADDRESS                       | <input type="text" value="john@advertiser1.com"/> | 1218 |
| PHONE NUMBER                                     | <input type="text" value="555-555-5555"/>         | 1220 |
| FAX NUMBER                                       | <input type="text" value="555-555-5556"/>         | 1222 |
| INDUSTRY   | <input type="text" value="Consumer Health"/>      |      |
| <div>CANCEL</div> <div>SAVE &amp; CONTINUE</div> |   |      |

Fig. 12

|  |   |
|--|---|
| <b>SIGN UP</b>   |   |
| <b>PROVIDE BILLING INFORMATION</b>                             |   |
| CREDIT CARD INFORMATION  |   |
| CARD TYPE  | <input type="text" value="Visa"/>                               |
| CARD NUMBER  | <input type="text" value="555-5555-5555-5555"/>                 |
| EXPIRATION DATE  | <input type="text" value="12"/> <input type="text" value="05"/> |
| SECURITY CODE (IF APPLICABLE)                                  | <input type="text" value="982"/>                                |
| <b>ACCOUNT AUTO-REPLENISH</b>                                  |   |
| SIGN ME UP FOR AUTO-REPLENISH                                  | <input checked="" type="checkbox"/>                             |
| WHEN MY ACCOUNT BALANCE REACHES                                | \$ <input type="text"/>   |
| CHARGE MY CARD FOR THIS AMOUNT                                 | \$ <input type="text"/>   |
| <b>BILLING ADDRESS</b>   |   |
| <input checked="" type="checkbox"/> SAME AS MY CONTACT ADDRESS |   |
| FIRST NAME   | <input type="text"/>  |
| LAST NAME  | <input type="text"/>  |
| STREET ADDRESS   | <input type="text"/>  |
| CITY   | <input type="text"/>  |
| STATE <input type="text"/>                                     | ZIP <input type="text"/>  |
| COUNTRY  | <input type="text"/>  |
| <input type="button" value="CANCEL"/>                          | <input type="button" value="SAVE &amp; CONTINUE"/>              |

1302

1304

1300

1306

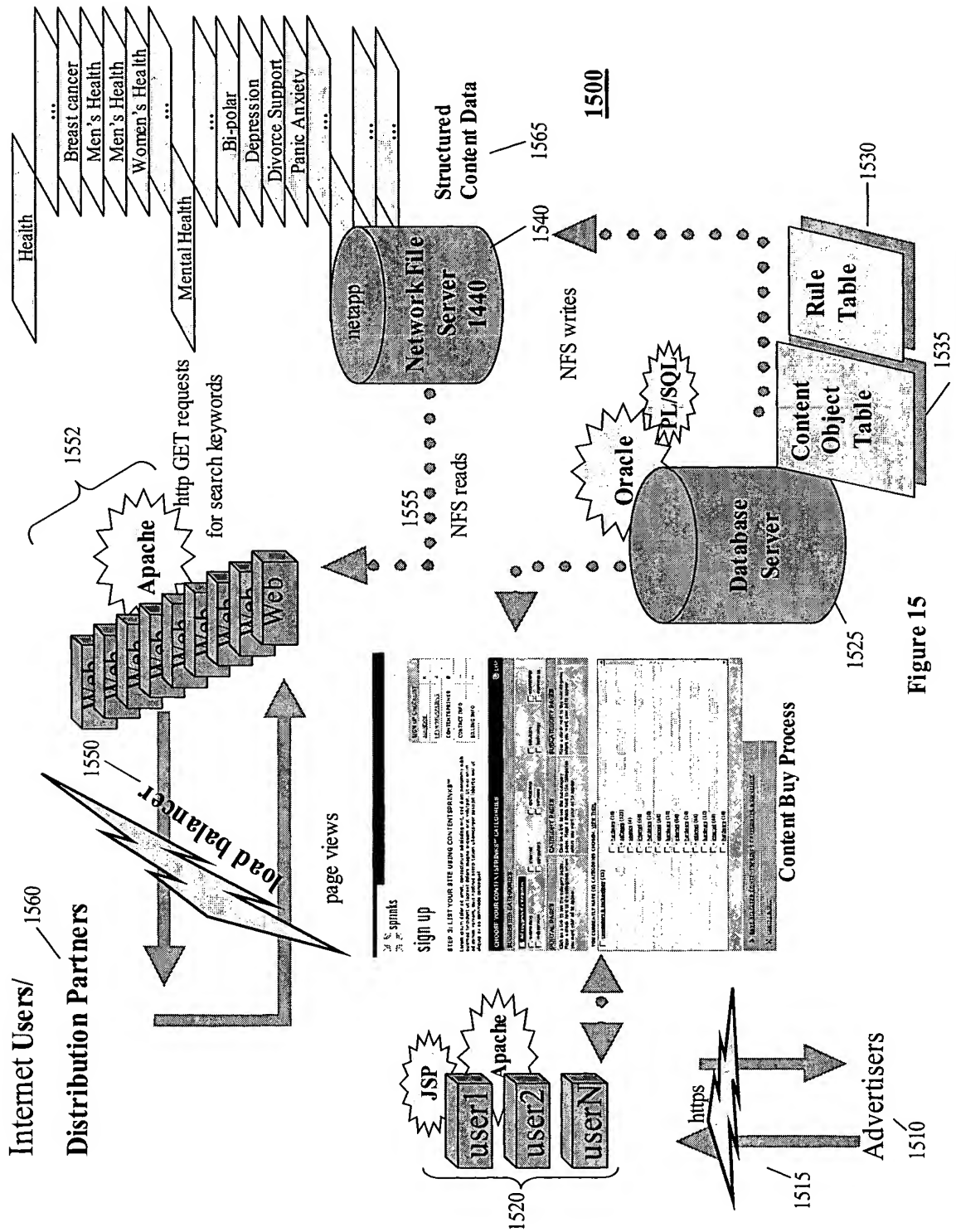
Fig. 13

| ACCOUNT REGISTRATION SUMMARY               |   |
|--|---|
| YOU SIGNED UP FOR THE FOLLOWING:           |   |
| (#) SEARCH ITEMS                           | <input type="button" value="EDIT"/>   |
| (#) NODE LEVEL LISTINGS                    | <input type="button" value="EDIT"/>   |
| CONTACT INFORMATION                        | <div>John Doe<br/>JoDo Industries<br/>72 Bedford Street<br/>New York, NY 11014<br/>USA<br/>(FAX) 646-555-1111<br/>(PH) 646-555-1212</div> <input type="button" value="EDIT"/> |
| BILLING INFORMATION                        |   |
| CREDIT CARD: AM EX NO. 555555555 exp. 9999 | <input type="button" value="EDIT"/>   |
| AUTO-REPLENISH IS ACTIVE                   | <input type="button" value="EDIT"/>   |
| BILLING ADDRESS                            | <div>72 Bedford Street<br/>New York, NY 11014<br/>USA</div> <input type="button" value="EDIT"/>   |
| <input type="button" value="CANCEL"/>      | <input type="button" value="REGISTER"/>   |

1400

Fig. 14





| Keyword | Advertiser | Ad   | Period  | Click Through Rate | Price | RPM   | Current Rank | New Rank |
|---------|------------|------|---------|--------------------|-------|-------|--------------|----------|
| DVD     | ABC, Inc.  | Prim | 8/20/02 | 20%                | 0.25  | 50.00 | 1            | 1        |
| DVD     | DEF, Inc.  | Prim | 8/20/02 | 10%                | 0.24  | 24.00 | 2            | 3        |
| DVD     | GHI, Inc.  | Prim | 8/20/02 | 12%                | 0.21  | 25.20 | 3            | 2        |
| DVD     | JKL, Inc.  | Sec  | 8/20/02 | 2%                 | 0.15  | 3.00  | 4            | 9        |
| DVD     | MNO, Inc.  | Prim | 8/20/02 | 3%                 | 0.14  | 4.20  | 5            | 8        |
| DVD     | PQR, Inc.  | Sec  | 8/20/02 | 15%                | 0.12  | 18.00 | 6            | 4        |
| DVD     | STU, Inc.  | Sec  | 8/20/02 | 6%                 | 0.12  | 7.20  | 6            | 5        |
| DVD     | VWX, Inc.  | Prim | 8/20/02 | 7%                 | 0.10  | 7.00  | 8            | 6        |
| DVD     | YZ, Inc.   | Prim | 8/20/02 | 10%                | 0.05  | 5.00  | 9            | 7        |

Fig. 16

| Advertiser | Distribution Type | Distribution Value  | Ad | RPM   | Active Ad | New Active Ad |
|------------|-------------------|---------------------|----|-------|-----------|---------------|
| ABC, Inc.  | Keyword           | DVD                 | #1 | 50.00 | #1        | #3            |
| ABC, Inc.  | Keyword           | DVD                 | #2 | 47.00 | #1        | #3            |
| ABC, Inc.  | Keyword           | DVD                 | #3 | 52.00 | #1        | #3            |
| ABC, Inc.  | Keyword           | DVD                 | #4 | 15.00 | #1        | #3            |
| DEF, Inc.  | Content           | Pregnancy.About.com | #1 | 25.00 | #1        | #1            |
| DEF, Inc.  | Content           | Pregnancy.About.com | #2 | 15.00 | #1        | #1            |

Fig. 17

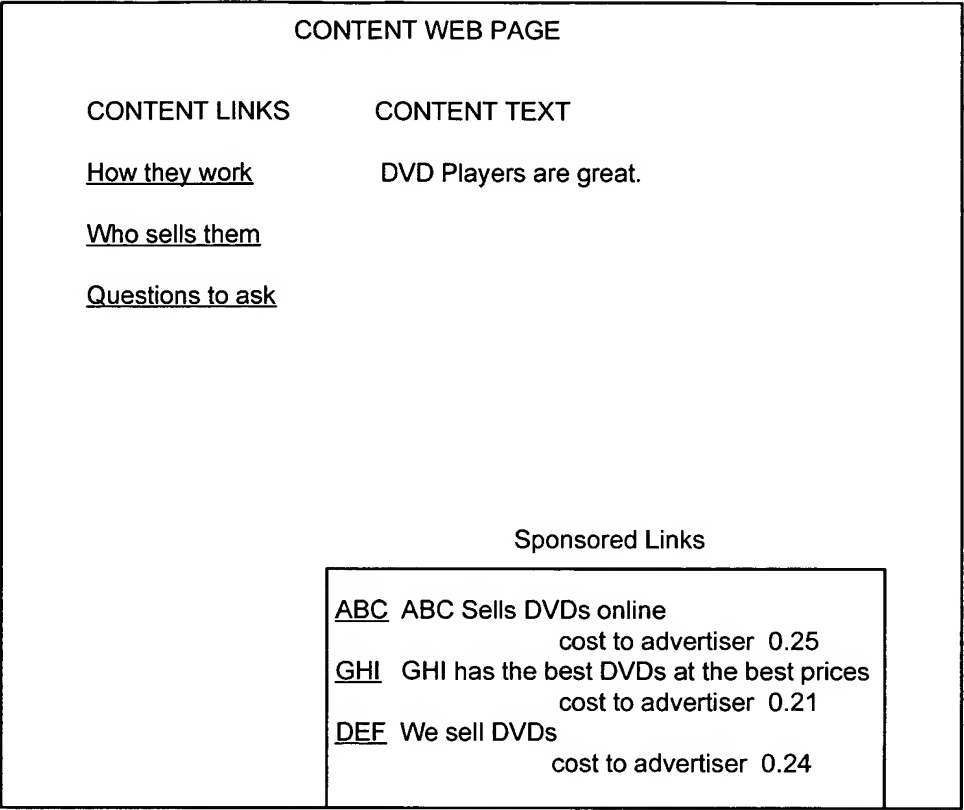


Fig. 18

Advertiser ABC, Inc.  
Keyword DVD

| Advertisement | Period            | RPM   |
|---------------|-------------------|-------|
| Ad #1         | 8/15/02 0400-1200 | 50.00 |
| Ad #2         | 8/15/02 0400-1200 | 47.00 |
| Ad #3         | 8/15/02 0400-1200 | 51.00 |
| Ad #1         | 8/15/02 1200-1800 | 50.00 |
| Ad #2         | 8/15/02 1200-0800 | 40.00 |
| Ad #3         | 8/15/02 1200-1800 | 56.00 |
| Ad #1         | 8/15/02 1800-2400 | 50.00 |
| Ad #2         | 8/15/02 1800-2400 | 51.00 |
| Ad #3         | 8/15/02 1800-2400 | 42.00 |
| Ad #1         | 8/15/02 0000-0400 | 50.00 |
| Ad #2         | 8/15/02 0000-0400 | 32.00 |
| Ad #3         | 8/15/02 0000-0400 | 40.00 |

Fig. 19

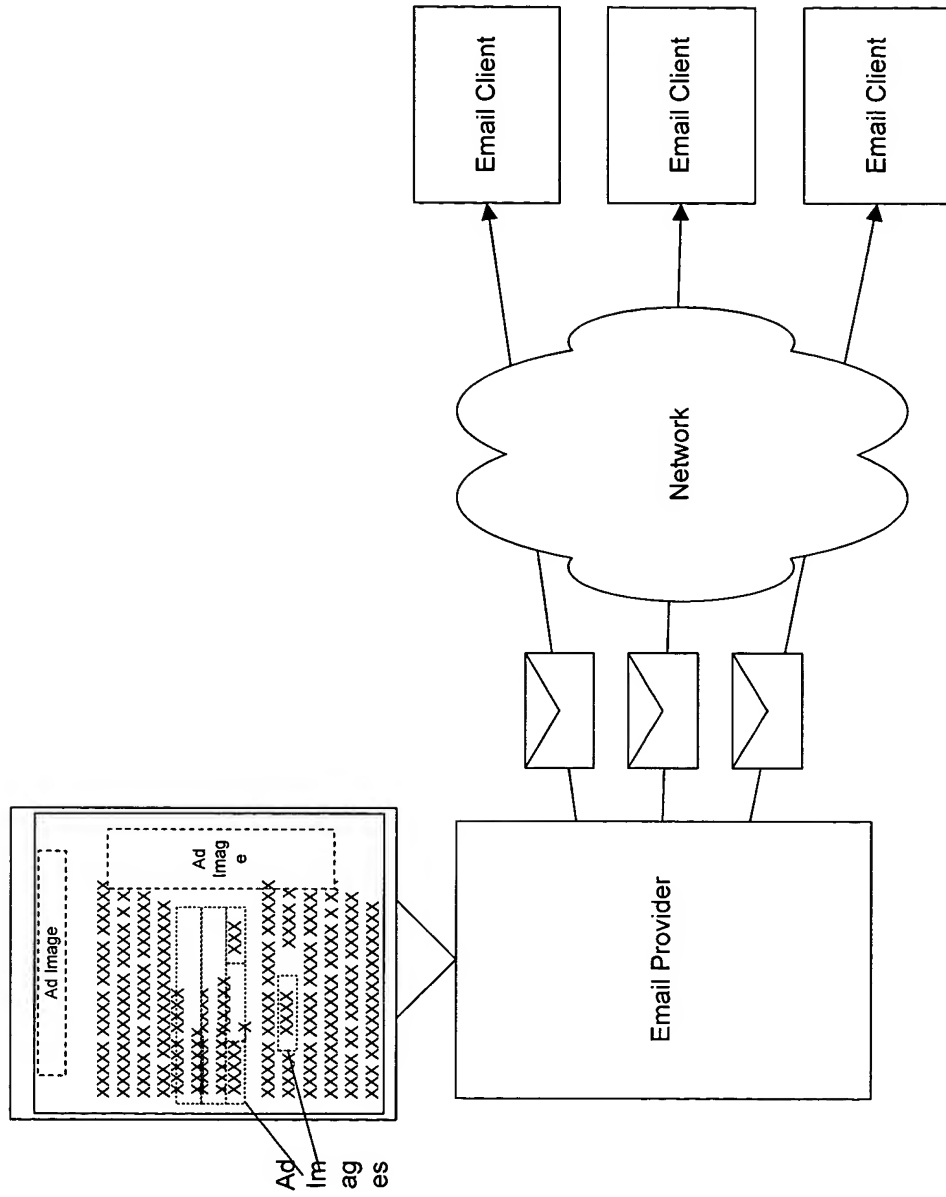


Fig. 20

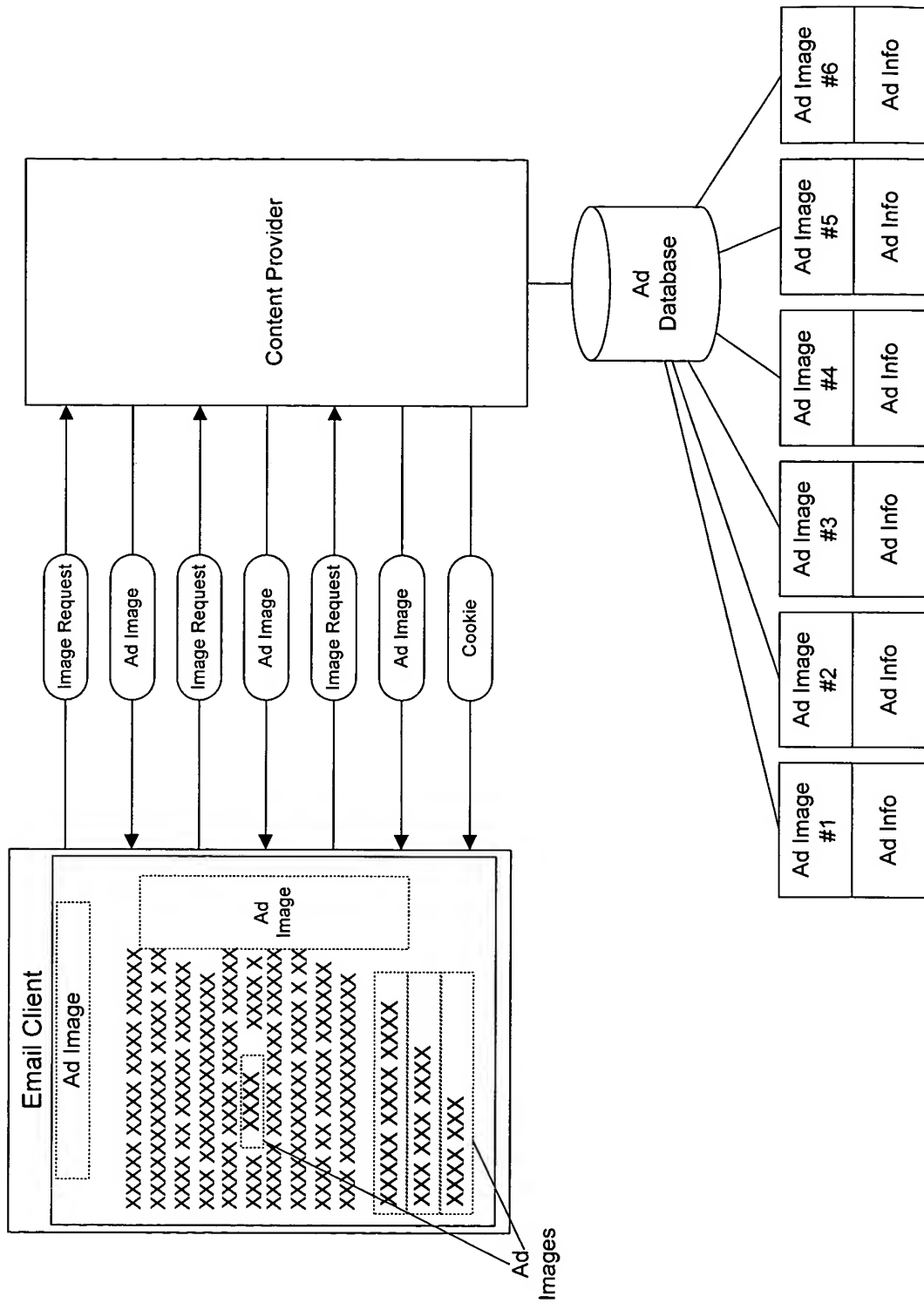


Fig. 21

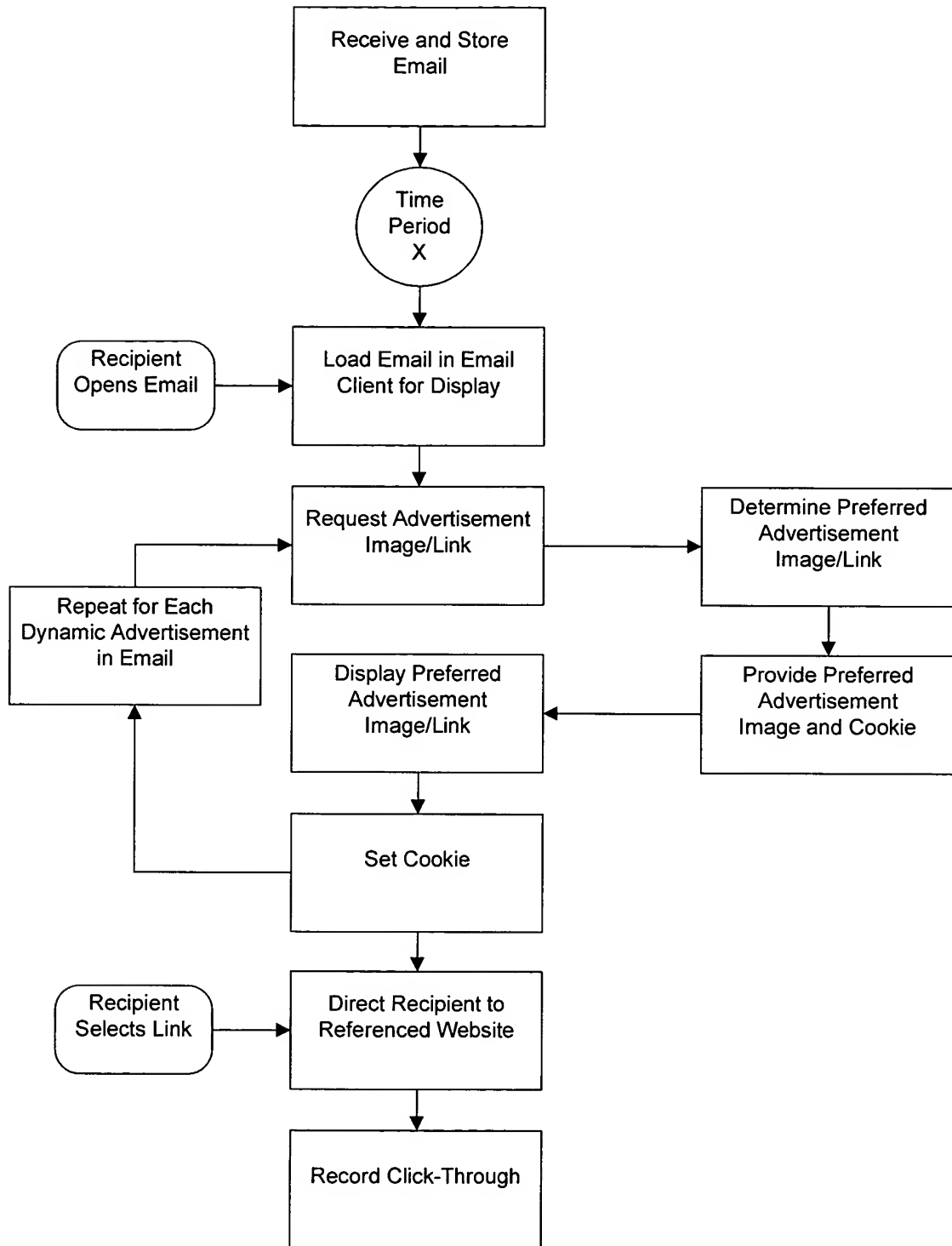


Fig. 22



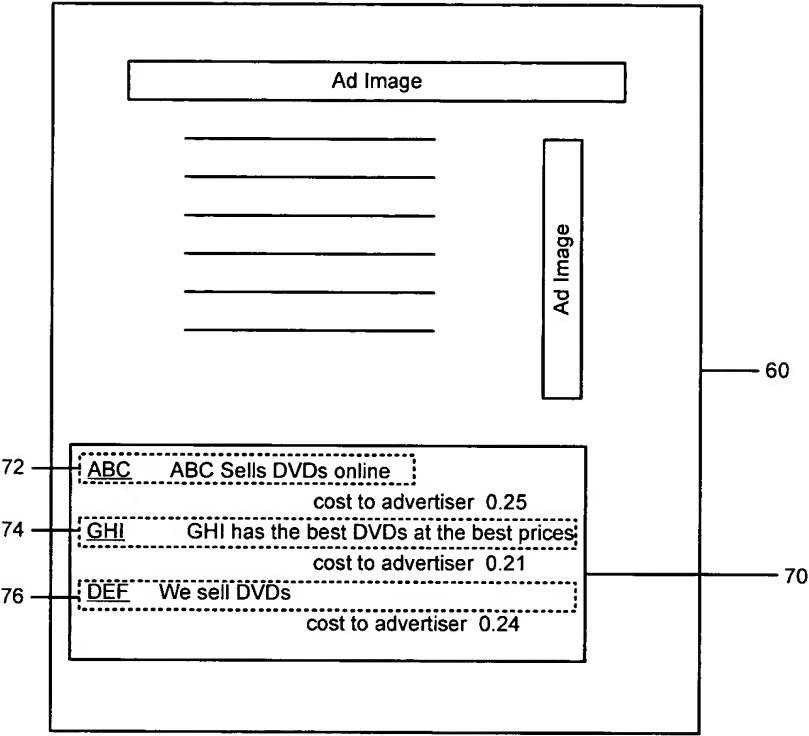


Fig. 23